

The *Barry Griswell*  
Scholarship Initiative to  
*Raise the Bar* for Students



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## Barry Griswell Scholarship Initiative to Raise the Bar for Students: Case for Support

J. Barry Griswell, former Scholarship America Board Chair, was a passionate, lifelong advocate for students. He was dedicated to helping underserved young people overcome difficult circumstances—and that dedication was inspired by his own experiences.

Scholarship America has established the Barry Griswell Scholarship Initiative to Raise the Bar for Students as a tribute to Barry's unyielding commitment to students. Raising the bar embodies more than a scholarship – it's a pathway to achievement and success.

Your support provides access to scholarships, community-based mentoring, career exploration, financial literacy and the opportunity to build a network. This holistic approach to student success is exactly the kind Barry embodied.

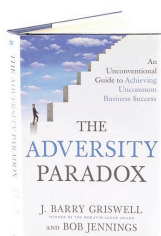
## The Adversity Paradox: Barry's Success Through Struggle

As a young man in Atlanta, raised in the shadow of physical and mental abuse, Barry faced great odds against achieving college success. Resources were scarce; his mother worked multiple jobs, but it wasn't always enough to get by, and his community lacked guidance and empathy.

However, he was determined to rise above his circumstances, and knew education could help him find a path out. Barry worked to expand his network through involvement in community organizations, athletics and mentorships, and was soon on the path to great achievements. By focusing on academics and fostering his talent for basketball, Barry secured a full scholarship to Georgia's Berry College. He followed his bachelor's degree with an MBA from Stetson University.



In 1988, he and his wife Michele (his high-school sweetheart) relocated to Des Moines, Iowa, where he took a job with Principal Financial. Twenty years later, Barry retired as Principal's CEO.



Following his retirement, Barry co-authored *The Adversity Paradox*, a bestselling business book illustrating ways in which overcoming adversity creates successful, compassionate leaders. Always looking for ways to pay his success forward, Barry spent several years leading the Greater Des Moines Community Foundation, and he was a dedicated, active and forward-thinking member of Scholarship America's Board of Trustees.

## Scholarships + Support = Success

During Barry's time as the Chair of Scholarship America's Board, we began the task of re-thinking what a scholarship is, and what it could be. We analyzed data, listened to students and connected with our partners – and we learned that giving a student a scholarship check is only the beginning.

Barry's guidance was instrumental in developing our Scholarship America Dream Award, which focuses on underserved students at risk of dropping out after their freshman year. Like him, these students face uphill battles, with most having to contribute to their family's income while also trying to pay for college.



To help them, we focus on generous and consistent awards (averaging around \$10,000/year), renewable all the way through to their bachelor's degree. What's more, we also provide these scholars with networking and mentoring opportunities, and bring them together each year at our annual Dreams to Success Celebration – an event that Barry spearheaded for many years.

## Partners in Student Achievement

We've learned that by supporting students beyond the scholarship, we can give them the tools they need to navigate an unfamiliar landscape—and inspire them to help others. Inspired by Barry's example, our vision is to combat that inequity and develop scholarships that do more for the students who need them most.

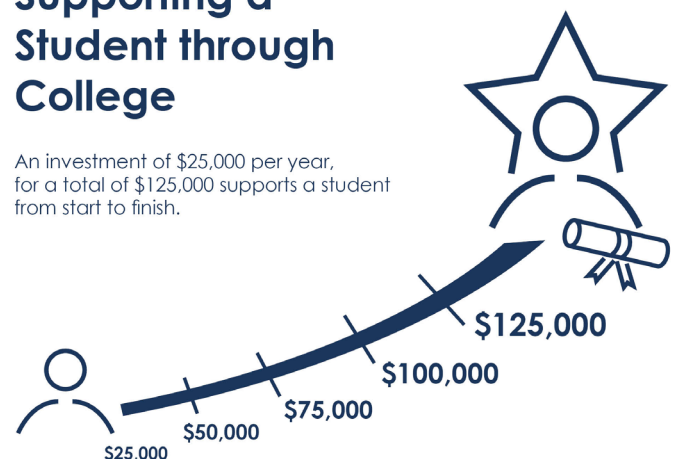
Scholarships can make a big difference – according to the National Postsecondary Student Aid Study (NPSAS), 80% of non-white and first-generation college students who receive scholarships are still in school after three years, compared to just 60% of non-recipients.

But scholarships can also foster inequity: students of color are 1/3 less likely to earn scholarships than white students, and first-gen students are 1/3 less likely to earn scholarships than non-first-gen students. And on average, students in the top income quartile receive more than twice as much private aid as those in the bottom quartile (\$2,813 vs. \$1,219).

The Raise the Bar initiative provides an opportunity to take these lessons and use them to create more impact. With Barry's inspiration—and your generosity—we can build a network of Griswell Scholars. These scholars will be able to count on financial, cultural and social support from Scholarship America – and they'll be able to count on each other for inspiration and connection. The initiative begins by establishing an endowed, high-dollar \$25,000 per year scholarship, renewable for up to five years with cohorts consisting of up to ten students per year. Awarded through Scholarship America, the scholarship would cover a majority of educational expenses for students from day one to graduation.

## Supporting a Student through College

An investment of \$25,000 per year, for a total of \$125,000 supports a student from start to finish.



Once we have our endowment in place, we will work with partners to identify and reach out to students with the highest level of need; we want to bring this opportunity to those who need it, and who may not be reached by traditional scholarships.

The goal is for these students to be able to graduate with little to no debt – and that means providing flexibility with the award and allowing students to use it for tuition, housing, educational supplies, emergency grant dollars and travel expenses. We believe this high-dollar, flexible award is truly a game-changer.



**The Barry Griswell Scholarship Initiative to Raise the Bar for Students is a powerful, impactful tribute to a towering figure in business and philanthropy. We would love to have your support as we build toward the program launch.**

Contact Andrea N. Smith, Vice President, Development at [asmith@scholarshipamerica.org](mailto:asmith@scholarshipamerica.org) or 952-830-7316 to learn more.

# The *Barry Griswell* Scholarship Initiative to Raise the Bar for Students



The **Barry Griswell Scholarship Initiative to Raise the Bar for Students** is a unique program established by Scholarship America to award scholarships in Barry's name—and give every recipient the same high level of support that Barry would have personally provided. The initiative comprises a scholarship and other vital supports that embody Barry's passion for helping students in need. It goes beyond just dollars, surrounding the students who were most important to Barry with the supports they need to be successful.

## GIVING OPPORTUNITIES

### Establish a Legacy of Achievement: \$1.5 Million

- Funds an entire cohort of scholars from beginning to degree completion. Defined as ten students who receive a \$25,000 scholarship each year that is renewable up to five years.
- Provides flexible award funding to include emergency grant dollars, educational supplies, housing expenses, travel expenses, etc.
- Provides individualized student support, such as one-on-one mentoring, financial literacy, internships, transition to career/job and community networking.
- Engagement with Barry Griswell Scholars.
- Opportunity to have representative serve on scholarship advisory committee.
- Recognized as a supporter and will receive communication from Barry Griswell Scholars.
- Opportunity to send a customized address and branded gift to cohort from CEO/Representative on behalf of corporation.
- Acknowledged as Legacy of Achievement Supporter on all scholarship program materials.

### Build a Community of Scholars: \$500,000

- Establishes a Community Manager position, responsible for working individually with all Barry Griswell Scholars to provide wrap-around supports and manage partner relationships.
- Funds social and cultural supports for each student based on where they live and where they are attending college. Supports are curated based on each student's needs/requests, including but not limited to:
  - *Financial literacy*
  - *Programs to assist with college preparation and transitions*
  - *Mentoring, career internships and transitional programs*
- Creates the Community Network, made up of Barry Griswell Scholars from across many scholarship programs in his name. Manages engagement with students through networking, webinars and virtual gatherings.
- Recognized as a supporter and will receive communication from Barry Griswell Scholar.
- Acknowledged as Community Supporter on all scholarship program materials.

### **Create Bright Futures: \$250,000**

- Funds one student's scholarship from beginning to degree completion, defined as \$25,000 per year renewable up to five years.
- Provides flexible award funding to include emergency grant dollars, educational supplies, housing expenses, travel expenses, etc.
- Provides individualized student support, such as one-on-one mentoring, financial literacy, internships, transition to career/job and community networking.
- Recognized as a supporter and will receive communication from Barry Griswell Scholar.
- Acknowledged as Bright Future Supporter on all scholarship program materials.

### **Provide Mentorship: \$100,000**

- Provide financial support to execute one-to-one mentoring program for scholarship recipients.
- Mentoring opportunities will be customized to a student's needs/requests and may include:
  - *Based on major or career aspiration*
  - *Peer-to-peer*
  - *Skill-based*
  - *Community/Local*
  - *Academic support*
- Engagement with students through mentoring and networking program.
- Acknowledged as Mentorship Supporter on all scholarship program materials.

### **Support Our Vision: \$50,000**

- Funds one year's scholarship for one student of \$25,000.
- Provides flexible award funding to include emergency grant dollars, educational supplies, housing expenses, travel expenses, etc.
- Provides individualized student support, such as one-on-one mentoring, financial literacy, internships, transition to career/job and community networking.
- Receive communication from Barry Griswell Scholar.
- Acknowledged as Vision Supporter on all scholarship program materials.

### **Make A Scholarship Possible: \$25,000**

- Funds one year's scholarship for one student of \$25,000.
- Provides flexible award funding to include emergency grant dollars, educational supplies, housing expenses, travel expenses, etc.
- Receive communication from Barry Griswell Scholar.
- Acknowledged as Scholarship Supporter on all scholarship program materials.